

**Riverfest Committee Meeting**  
**April 4, 2019 at 7:30 a.m., Pizza King**

Committee Chair Katie Hickey called the meeting to order with the following people present: Erica Colegrove, Charles Anderson, Tina Hurley, Toby French, Jessica Johnson and Deena Yale.

Katie discussed the program articles that are put together each year for the Star and asked if everyone could update their event and send all changes for her to make. Katie asked Tina to reach out to Luke to see if he could make an updated 30-second video/AD to use with the Chamber and radio stations. The committee discussed the Facebook event page and said there had been a lot more interaction with the public since posting the Sponsors onto the page.

The committee agreed that the Social Media giveaway this year will be held in June, closer to the event and also discussed the possibility of having a small survey at the Information Booth, where one person will be drawn to win a free t-shirt. The idea was shared that we need to create a list of “Chances to Win” either the day before or the day of the event.

Erica updated the group on Sponsorships (\$5,900) and Vendors (\$1,600). The committee discussed who would be in the dunking booth this year – one idea was to reach out to Laralyn Willey in support of her son, Cole.

The trash & porta john vendors were then discussed and the potential to use the same vendors on the City’s current contracts.

Katie is to confirm with Mike Bailey if the DeIDOT Special Event permit has been submitted yet.

With no further questions or comments, Committee Chair Katie Hickey adjourned the meeting.

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Katie Hickey, Committee Chair